

Message Text

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ACTION COME-00

INFO OCT-01 ARA-10 ISO-00 EB-07 AGR-10 AID-05 CIAE-00

INR-07 NSAE-00 /040 W

----- 016212

R 041647Z MAR 75

FM AMEMBASSY BOGOTA

TO SECSTATE WASHDC 7374

INFO AMCONSUL GUAYAQUIL

AMEMBASSY QUITO

AMEMBASSY KINGSON

AMEMBEQSY SANTO DOMINGO

UNCLAS BOGOTA 2057

FOR COMMERCE OM/SAD WANDA ALE

FROM MUENZER

EO 11652: NA

TAGS: BEXP EC

SUBJ: US AGRICULTURAL AND FOOD PROCESSING, PACKAGING TRADE MISSION
ECUADOR FINAL REPORT

REF: QUITO 1412

1. MISSION MEMBERS EXTREMELY SATISFIED WITH PACKED APPOINTMENT SCHEDULES AND SALES SUCCESS BOTH ECUADOR SITES. FINAL PARTICIPANTS REPORTS TALLIED UPON ARRIVAL BOGOTA TOTAL ACTUAL SALES IN ECUADOR OF \$922,000 AND 12 MONTH PROJECTED SALES OF \$6.2 MILLION. KEEN INTEREST FOR ALL PRODUCTS OF THIS MISSION ESPECIALLY GRAIN DRYING, HANDLING AND SILO STORAGE SYSTEMS. LARGE NUMBER INTERVIEWS AND HIGH LEVEL GOVERNMENT OF ECUADOR COOPERATION AND ATTENDANCE BOTH AT OFFICIAL RECEPTION AND SPONTANEOUS OFF-HOUR SPECIAL MEETINGS. POST SUPPORT BOTH SITES EXCEPTIONAL IN IMPLEMENTING EXCELLENT ADVANCE OFFICER PREPARATIONS.

2. IN ADDITION TO SALES SUCCESS REPORTED IN QUITO 1412, MISSION
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MEMBERS DESCRIBE GUAYAQUIL AREA AS BOILING CALDRON OF SALES

OPPORTUNITIES AS AGRICULTURAL, BUSINESS AND GOVERNMENT LEADERS
INPLEMENT DEVELOPMENT OF GUAYAS RIVER BASIN AND INDUSTRIAL DE-

VELOPNMNT BANK FINANCED FARM COOPERATIVE PROJECTS.

3. PROTOCOL VISITS MISSION DIRECTOR MUENZER AND COMMERCIAL
OFFICER SCHRAGUE TO DIRECTORS OF CEDEGE, COMISION DE ESTUDIOS
PARA EL DESARROLLO DE LA CUENCA DEL RIO GUAYAS, AND TO MANAGER,
NATIONAL DEVELOPMENT BANK LED TO SPECIAL MEETING MORNING OF
DEPARTURE GUAYAQUIL OF MUENZER, HAMILTON AND CONRAD WITH CEDEGE
ENGINEERS IN ORDER FOCUS SALES RICE DRYING, STORAGE AND
DRAINAGE AND ROAD CONSTRUCTION GUAYAS RIVER DEVELOPMENT PROJECT.
BOTH MISSION MEMBERS RETURNING IN ORDER FOLLOW UP ON PROJECTS
TOTALLING \$5.5 MILLION. MANAGER NATIONAL DEVELOPMENT
INGR AUGUSTO BUENO, BROUGHT 16 MEMBERS BANKS ENGINEERING AND
PROCUREMENT STAFF TO SPECIAL NIGHT 9 PM MEETING FEBRUARY 26
AT US CONSULATE AUDITORIUM BETWEEN ALL MISSION MEMBERS AND
BANK STAFF. PROJECTED SALES EXPECTED RESULT THIS COOPERATIVE
EXCHANGE. MISSION MEMBER BOWN OF SHIVVERS HAS ACTUAL SALES OF
\$807,000 THREE AGENTS SIGNED.

4. ALL MISSION MEMBERS ARRIVED BOGOTA ON SCHEDULE AND PROCEEDING
WITH EQUALLY TIGHT APPOINTMENT SCHEDULES. ALL ARE RECONFIRMED TO
KINGSTON, SAN JUAN, SANTO DOMINGO.
VAKY

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